

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Media Placement Services
Attention: Peggy Shufelt
709 Westchester Dr.
Suite 101-102
High Point, NC 27262

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
965531-1	10/28/12	October 2012	10/01/12 - 10/28/12
Station	Account Executive	Sales Office	Sales Region
WXII	WXII House Local WXII Hous	Winston Salem	Local

Advertiser	Product	Estimate Number
Troxler/R/NC Comm of Agri	10/22/12-10/28/12	

Flight Dates	Order #	Alt Order #
10/22/12 - 10/28/12	965531	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
Political Duplicate File Copy

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	10/28/12	M-F WXII 12 News @ No-12-1pm		MTWTF--	:30	3	\$150.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	MTWTF--	3	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/22/12	12:29 PM	M-F WXII 12 News @ Noon	12-1pm	:30	TROXLERBIGCITY	\$150.00 NM
1	WXII	Tu	10/23/12	12:28 PM	M-F WXII 12 News @ Noon	12-1pm	:30	TROXLERFUTUREREVISED	\$150.00 NM
3	WXII	W	10/24/12	12:57 PM	M-F WXII 12 News @ Noon	12-1pm	:30	TROXLERBIGCITY	\$150.00 NM
2	10/22/12	10/28/12	Inside Edition	7-730pm	MTWTF--	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	MTWTF--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	10/22/12	7:28 PM	Inside Edition	7-730pm	:30	TROXLERLEADERSHIP	\$400.00 NM
3	10/22/12	10/28/12	NBC Saturday Today	8-10am	-----S-	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S-	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Sa	10/27/12	9:00 AM	NBC Saturday Today	8-10am	:30	TROXLERLEADERSHIP	\$225.00 NM
4	10/22/12	10/28/12	WXII 12 Sa/Su News at 6-8am		-----S	:30	1	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Su	10/28/12	6:52 AM	WXII 12 Sa/Su News at 6am	6-8am	:30	TROXLERBIGCITY	\$100.00 NM
5	10/22/12	10/28/12	M-F WXII 12 News @ 6 p-630pm		MTWTF--	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	MTWTF--	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	10/22/12	6:27 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	TROXLERFUTUREREVISED	\$600.00 NM
6	10/22/12	10/28/12	M-F WXII 12 News @ 5 p-5-6pm		MTWTF--	:30	2	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	MTWTF--	2	\$325.00				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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965531-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Troxler/R/NC Comm of Agr	10/22/12-10/28/12		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/22/12	10/28/12	M-F WXII 12 News @ 5 p 5-6pm		MTWTF--	:30	2	\$325.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/23/12	5:24 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	TROXLERLEADERSHIP	\$325.00 NM
2	WXII	W	10/24/12	5:38 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	TROXLERFUTUREREVISED	\$325.00 NM
7	10/22/12	10/28/12	Su WXII 12 News @ 6 pm 6-630pm		-----S	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----S	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Su	10/28/12	6:12 PM	Su WXII 12 News @ 6 pm	6-630pm	:30	TROXLERFUTUREREVISED	\$225.00 NM
8	10/22/12	10/28/12	M-Su WXII 12 News @ 11-1135pm		MTWTF--	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	MTWTF--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	10/22/12	11:24 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	TROXLERBIGCITY	\$400.00 NM
Total Spots							11		

Payment Terms 30 Days

<u>Gross Total</u>	\$3,050.00
<u>Agency Commission</u>	\$457.50
<u>Net Amount Due</u>	\$2,592.50